Orcelle Horizon

Wind as main propulsion

Deliverable D7.1 – Description of the Communication Secretariat

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Abstract

Deliverable abstract	
	The Orcelle Horizon Communication Secretariat will be responsible for the execution of the project's Communication, Dissemination & Exploitation plan. This deliverable outlines in detail the role and responsibilities of the Secretariat.

Contents

1   Introduction

Well-structured and efficient information flows are a pre-condition for efficient communication, dissemination and exploitation activities to achieve project impact. In M3 the project will establish a Communication Secretariat (CS) that will be responsible for organizing project-level planned and targeted activities to execute the communication, dissemination & exploitation plan (D7.2).

The responsibilities of the CS include spreading information and results from the project, arranging common meetings and workshops, and defining information activities targeted at stakeholders such as other EU projects, policy makers, industry actors relevant for project results and the general public. The Secretariat will be led by MCT, leveraging a wide network of co-operators within the industry and among policy makers. The members will consist of one representative from each beneficiary.

2   Objectives

The objectives of the CS are to ensure:

- Compliance with communication requirements from the EU
- Broad knowledge of the project among all stakeholder groups
- Uptake of the project results by both industry and the scientific community, and by public decision-makers to influence policymaking.

The CS will therefore assist and supervise in setting up targeted activities to execute the dissemination and exploitation plan. Furthermore, it will ensure that the project is clearly understood and that communication from all partners regarding the EU funded project is aligned.

3   Project Communication

Each participant in the CS will be responsible for identifying potential communication actions resulting from activities within their organization, or from the project in general.

All participants are responsible for collaborating in Orcelle Horizon's different communication channels, including actions such as:

- Promoting the Orcelle Horizon project to relevant stakeholders
- Contributing with content to newsletters, website, and social media
- Participating in, or providing participants to, relevant exhibitions and conferences
- Engaging in the project's social media channel (LinkedIn)
- Highlighting new scientific and technological results obtained to different stakeholders

To ensure that the project is clearly identified and understood, MCT will develop an overall identity of the project (including logos and other graphical elements) for use in publications (press releases, reports, trade magazines, scientific publications, presentations). The CS will aid in ensuring the use of these materials by all partners.

4   Project results dissemination and exploitation

Throughout the full duration of the project, the CS will go through relevant project results from the work packages and identify needs for communication, dissemination and exploitation (CD&E). At the end of each reporting period, the consortium will provide a full list of CD&E activities to date. After a stepwise development during the project, the final version will be included in the Final Report. The complete CD&E plan will be prepared by MTC and updated regularly.

A work stream will be established in which project results are reported by the individual WP leaders to the CS leader, who creates a description of the result and presents it to the CS. The Secretariat in cooperation with the partner that reported the result will agree on a proposal for possible ways to communicate, exploit and disseminate them and recommend IPR usage for the results. The proposal is then presented to the Project Coordinator for final approval.
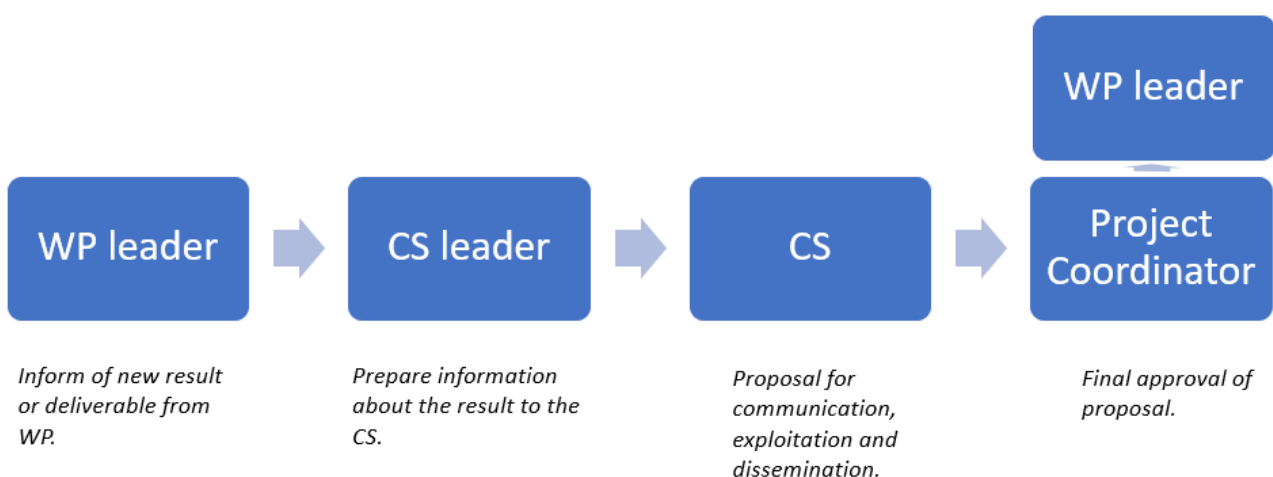

Figure 1: Work stream for project result communication, dissemination and exploitation

To ensure that all key project results are included in the dissemination activities, the CS will be responsible for determining the dissemination potential for all project deliverables prior to their submission. This is done in cooperation with the Project Coordinator and the partner responsible for each deliverable.

5   Work methods

The CS will meet quarterly to discuss new developments. Additional meetings might be called for in some stages of the project. The group will work in a three-step model:

1) Identify a result that is ready to be evaluated for release.

This might either be one of the results described as expected results in the proposal stage, results presented by WP leaders, or intermediate results/data, which could be useful for specific users. The WP leaders are responsible for identifying results that are ready for evaluation and reporting them according to the work stream outlined.

2) Analysis of the value of a result for the potential users, the costs to release it, and possible competition. The analysis should result in a clear recommendation on how to disseminate the result.

3) Use the results as impacts enablers. Use of results will follow the provisions described in the Consortium Agreement, where the details on IPR are fixed. The partners who own the result will use, sell, or publish it; at all instances, we will ensure that the other partners retain access rights, if those are needed to either conduct the project or to release own results.

The work methods of the CS will be evaluated at the end of the first reporting period.